

## Message Text

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PAGE 01 STATE 139823  
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 /023 R

DRAFTED BY COM:OIFI:FBP:JMLIGHTMAN/MMP  
APPROVED BY EB/IFD/BP:HARVEY J. WINTER  
STATE/OBP/SBRATTAIN  
COMMERCE/PTO/DALLEN

-----053040 021742Z /75

R 021554Z JUN 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BRASILIA

UNCLAS STATE 139823

E.O. 11652: N/A

TAGS:EIND, BR

SUBJECT: TRADEMARK APPLICATION FOR SUGARLESS

1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON UNCLASSIFIED

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PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM SUGARLESS IN CLASS 33 FOR CERTAIN CONFECTIONERY PRODUCTS RECENTLY

FILED IN BRAZIL.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPRO-

PRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO.  
035,147 FILED DECEMBER 6, 1977 BY KIBON S.A. INDUSTRIAS  
ALIMENTICIAS TO REGISTER SUGARLESS IN CLASS 33 FOR  
CONFECTIONERY PRODUCTS ON GROUNDS TERM IS GENERIC AND NOT  
PROPERLY REGISTRABLE AS EXCLUSIVE TRADEMARK. OPPOSITION  
PERIOD EXPIRES JUNE 30, 1978. REPORT ON RESULTS REQUESTED.  
CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** SUGAR, TRADEMARK APPLICATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 jun 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** OIFI:FBP:JMLIGHTMAN/MMP  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
**SAS ID:** 2140659  
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**Status:** NATIVE  
**Subject:** TRADEMARK APPLICATION FOR SUGARLESS  
**TAGS:** EIND, BR, US, USTA  
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**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014